

Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Please amend the claims as shown:

1. (currently amended) A method for dynamically generating targeted electronic advertisements comprising the steps of:

providing a first data object repository containing a plurality of human model still image data

objects, each of said human model still image data objects being indexed to one or more demographic image characteristics selected from a group consisting of including ethnic appearance, age appearance, gender appearance, and income level appearance;

providing a second data object repository containing a plurality of advertisement message still image data objects, said advertisement message still image data objects containing a plurality of differing advertisement messages and being devoid of human model images, said second data object repository being separate from said first data object repository, said advertisement message still image data objects being indexed to at least one advertisement effectiveness data table by said demographic image characteristics;

responsive to a web page request from a user of a web browser:

~~determining an identification of the user;~~

receiving a plurality of visitor identification data items selected from a group consisting

of a using said user identification, a user's ~~determining~~ ethnic background, a user's age, a user's gender, and a user's income level ~~characteristics of said user;~~

selecting a human model still image data object from said first data object repository by matching one or more of said visitor identification data items to said indexed demographic image characteristics ~~user's ethnic appearance, age appearance, gender appearance, and income level appearance characteristics;~~

~~accessing advertisement effectiveness data for said user's ethnic background, age, gender, and income level;~~

selecting an advertisement message still image data object from said second data object repository by matching one or more of said visitor identification data items to said indexed demographic characteristics ~~according to said advertisement~~

effectiveness

data for said user's ethnic background, age, gender, and income level; and
dynamically generating producing a new, previously non-existing composite electronic
advertisement still image data object by overlaying said selected human model
still image data object onto said selected advertisement message still image data
object;
transmitting said composite electronic advertisement still image data object to said web
browser; and
displaying said composite electronic advertisement still image data object to [[to]] said
user by said web browser.

Claims 2 - 29 (cancelled)